

## **Ford Plant, Piquette Avenue**

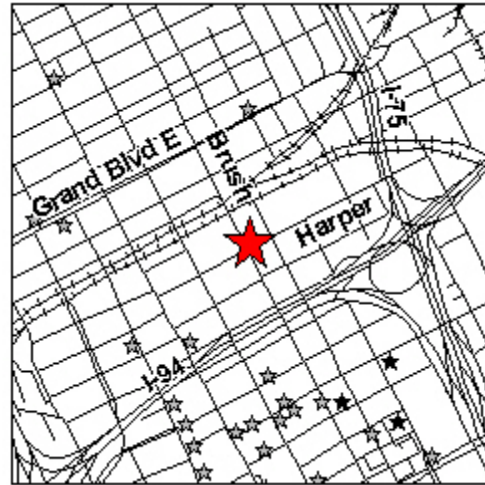
411 Piquette Avenue

Local

State

State Marker

National            ✓            2/22/02



**Ford Piquette Avenue Plant**

Photo Courtesy of DetroitPix

### **Historic overview:**

The Ford Piquette Avenue Plant (1904) is historically significant because it is: 1) the birthplace of the Model T; 2) the site where the application of the moving assembly line to the manufacture of automobiles was conceived; 3) the site where the world's record for car production was achieved, thereby establishing American dominance and expertise in automobile manufacturing; 4) the site where the Ford Motor Company became the largest American manufacturer of cars; and 5) the first building built and owned by the Ford Motor Company, one of the largest corporations in the world.

Detroit played an enormously important role in the early development and manufacture of the automobile, which would drive the City's growth and development. The Detroit labor force went "automobile crazy" as furniture workers, painters, blacksmiths and woodworkers joined the auto industry. Henry Ford, set out to build a car that was useful, easily operated, low-maintenance, and cheap enough to appeal to the middle class. The first Model T, introduced in the fall of 1908, was that vehicle, and would change life in America.

On June 4<sup>th</sup> 1908, Ford set the world's record for car production by assembling 101 cars in ten hours. Subsequently, Ford Motor Company became America's largest automobile manufacturer. The idea of constructing autos by a moving assembly line was tested at the Piquette Avenue plant in 1908. The building was sold in 1911 to the Studebaker Corporation, and Albert Kahn added the second and third floors in 1920. The Model T Automotive Complex, Inc. (T-Plex), a non-profit corporation established to save the building, purchased the plant in 2000. T-Plex is dedicated to the preservation and restoration of the plant and the celebration of automotive heritage.

